

LEO BURNETT COMPANY, Inc.

Ad No. S-1094—NAMA Convention—Req. No. 78574—Page B/W—7 x 10.—Vending Magazines, 1971 (A)

## **Do you stock your columns with promises or performers?**

Philip Morris' Profit Analysis Center  
Can Give You The Answer.



Each location you serve has a personality of its own. This personality determines not only the fast-turning cigarette brands but also the many alternatives that customers have to choose from—menthols, 100's, etc.

For you to achieve maximum profits from each machine you operate, it is important that you know the personality of each outlet. Stop by the Philip Morris Booth, No. 100-103, at the NAMA Convention and

get a computerized print-out of your operation. This tailor-made print-out reflects the individual brands relative to product turnover, consumer preference, and competitive column placement programs. This listing includes not only the Philip Morris brands, but all competitive brands.

Along with the print-out, we will be pleased to provide you with our new vending profit calculator.

Cigarette vending can be even  
MORE profitable for you.



## System Selling Service

Philip Morris U.S.A.

